

RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Harry:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 23 SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

<u>#/ (6M) Cases</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>Promoted</u>		
<u>Product</u>		
2	Winston Filter Box	12300-24876
1	Winston Light Box	12300-22772

<u>Product / Premium Arrival:</u>	<u>December 8, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: January 5, 1998</u>

<u>Displays (Item #536285)</u>	
<u>SKU CUBE:</u>	0.8260
<u>SKU WT (w/o Product):</u>	1.5000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons
<u>EFT \$ Amount:</u>	<u>\$821.34</u>

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.70¢ 2-Pack Tear Tape
LAVIN CANDY CO.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box* and *Winston Light Box*.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$42.00 (1.5 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162301

L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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WHOLESALER : 356150 LAVIN CANDY CO., INC. <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO
 TEMPLATE SEQ : 0022
 SALES LEVEL : 16XXXX

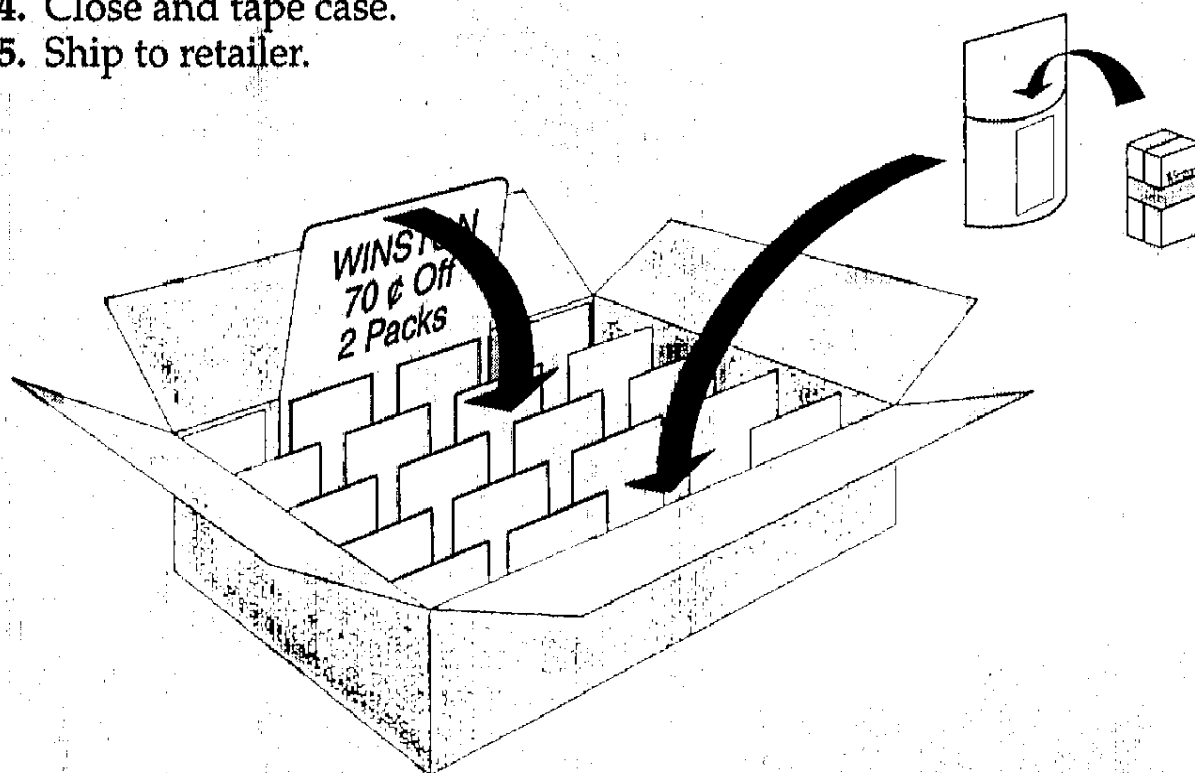
TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY	12913	1				(518)891-1890
162201	162323	619806	CODY'S GROCERY	2946 MILITARY TUR	WEST CHAZY	NY	12992	1				(518)561-6858
162201	162323	767109	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	1				(518)891-2485
162201		209956	VARIN'S MARKET	MAIN STREET	ELLENBURG DEPO	NY	12935	1				(518)594-3972
162201		678261	NEPHEW'S GROCERY	PO BOX 160	WEST CHAZY	NY	12992	1				(518)493-4331
162301	162323	130258	NADIM'S CORNER GROC	495 RUGAR ST	PLATTSBURGH	NY	12901	1				(518)563-6921
162301	162323	177790	VILLAGE MEAT MARKET	ESSEX ROAD	WILLSBORO	NY	12996	1				(518)963-8612
162301	162323	177788	CHUCK WAGON	121 BRINKERHOFF S	PLATTSBURGH	NY	12901	1				(518)563-6300
162301	162323	177844	FRECHETTES GROCERY	266 MARGARET ST	PLATTSBURGH	NY	12901	1				(518)563-1920
162301	162323	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	1				(518)563-6061
162301	162323	177923	H ROCKS GROCERY	959 ROUTE 22B	SCHUYLER FALLS	NY	12985	1				(518)643-8028
162301	162323	226793	LEWIS TRADING POST	ROUTE 9N	LEWIS	NY	12950	1				(518)873-9935
162301	162323	402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	1				(518)561-9369
162301	162323	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1				(518)561-6786
162301	162323	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	4				(518)963-7277
162301	162323	752635	SMOKE-N-NEWS EMPORI	5155 US AVE	PLATTSBURGH	NY	12901	1				(518)563-8220
162301	162323	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	1				(518)561-8500
162301	162323	787715	BORDERVIEW GROCERY	208 RIDGE RD	CHAMPLAIN	NY	12919	1				(518)298-1050
162302	162320	508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	1				(518)585-3577
162302	162320	766966	SHARKEY'S I	MONTCALM	TICONDEROGA	NY	12883	1				(518)585-7527

PAGE BREAK TOTAL ACCOUNTS 20 TOTAL QUANTITY 23

TEMPLATE TOTAL ACCOUNTS 20 TOTAL QUANTITY 23

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR. '98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item: # 536285****Description: WINSTON .70/2 PK / POS Kit**

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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